

Message Text

UNCLASSIFIED

PAGE 01 BERN 00670 01 OF 02 131314Z

41

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 SS-15 MMS-04 SP-02 PER-03

ABF-01 FEAE-00 /075 W

----- 013019

R 131059Z FEB 75

FM AMEMBASSY BERN

TO SECSTATE WASHDC 250

USDOC WASHDC

INFO RUDKEBQ /AMCONSUL ZURICH 14782

UNCLAS SECTION 1 OF 2 BERN 0670

USDOC

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJ: COUNTRY COMMERICAL PROGRAM FY 77

REF: STATE A-9016, 12/6/74; BERN 0210.

1. EMBASSY SUBMITS HERewith A BASIC OUTLINE OF A COUNTRY COMMERCIAL PROGRAM FOR SWITZERLAND FOR FY 1977. THIS PROGRAM HAS BEEN COORDINATED WITH AMCONSUL ZURICH, AND REPRESENTS A MISSION PROPOSAL. WE INTEND TO HAVE A COMPLETE FY 77 CCP READY FOR DISCUSSION WITH THE STATE/COMMERCE TEAM IN MARCH/APRIL. THIS PROPOSAL ASSUMES THE ADDITION OF ONE PROFESSIONAL FSL POSITION AT AMCONSUL ZURICH (REF. PARA 2 OF BERN 2369, JUNE 20, 1974). IF THAT POSITION IS NOT GRANTED, WE ESTIMATE THAT TWO OF THE TEN CAMPAIGNS WOULD HAVE TO BE QUOTE DEFERRED UNQUOTE.

2. WE HAVE ASSUMED IN THIS CCP, AS IN THE FY 76 CCP MESSAGE (BERN 0210), THAT THE FISCAL YEAR RUNS FROM JULY 1 TO JUNE 30. IF THIS ASSUMPTION IS INCORRECT FOR EITHER YEAR, PLEASE CABLE ASAP.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BERN 00670 01 OF 02 131314Z

3. ORGANIZATION CHART: POSITION STAFFING WOULD PROBABLY BE COMPARABLE TO THAT SHOWN IN FY 75 CCP DOCUMENT, WITH ADDITION OF ONE PROFESSIONAL POSITION- ABOUT FSL 3 OR 4 - AT AMCONSUL ZURICH. INCUMBENTS OF FSO AND FSS POSITIONS WOULD ALL HAVE CHANGED FROM FY 75 CCP, SAVE FOR GEORGE KELLY AND WALTER HAYDEN WHOSE TOURS AS PRESENTLY PLANNED EXTEND INTO FY 1977. IN ADDITION, ELIZABETH HAIDEGGER AND JANE MASCARENAS HAVE BEEN REPLACED, RESPECTIVELY BY ELISABETH PICHLER AND LUCIA GIUDICETTI.

4. SUMMARY OF CAMPAIGN ACTIVITIES - NOT IN PRIORITY ORDER:

A. AVIONICS - US EXPORTS OF HIGH-TECHNOLOGY EQUIPMENT SHOULD GROW DUE TO FAVORABLE DEMAND SITUATION, INCLUDING AIRPORT EXTENSION PROJECTS, AND THE GOOD REPUTATION OF US AVIONICS PRODUCTS AND SYSTEMS. "OTHER PRIORITY PROJECT" FOR FY 76. UPDATE MARKET RESEARCH (PERFORMED FY 75) BY MEANS OF POST DESK STUDY EMPHASIZING TRADE OPPORTUNITIES FOR AMERICAN SUPPLIERS; INCLUDE ITEMS ON NEW US AIRPORT EQUIPMENT AND NEW OR IMPROVED TYPES OF US AIRCRAFT IN ISSUES OF COMMERCIAL NEWSLETTER THROUGHOUT THE YEAR WHENEVER THE OCCASION ARISES; REINFORCE RELATIONS WITH LOCAL IMPORTERS AND DISTRIBUTORS; 5 TRADE OPPS; EXTEND AND INTENSIFY RELATIONS WITH KEY PEOPLE IN THE SWISS GOVERNMENT, SWISS AIR AND OTHER AGENCIES AND BODIES CONCERNED WITH ZURICH AIRPORT EXPANSION; SUPPORT EXHIBITIONS OF US PRODUCTS AND SYSTEMS SUCH AS PARIS, FARNBOROUGH AND HANOVER AIR SHOWS.

B. COMPUTERS - THE SWISS MARKET OFFERS PARTICULAR PROMISE FOR SALES OF MINICOMPUTERS FOR USE IN SMALLER BUSINESSES, AT POINTS OF SALE, AND FOR CONTROL PURPOSES IN SMALL-SCALE MANUFACTURING PROCESSES AND WAREHOUSES. DESK STUDY ON MARKET POSSIBILITIES FOR US MINICOMPUTERS IN SWITZERLAND; TECHNICAL SEMINAR ON COMPUTERIZATION OF THE READING OF HOME AND INDUSTRY UTILITY METERS (GAS, WATER, ELECTRICITY, ETC.) WHICH HAS RECENTLY GAINED WIDE ACCEPTANCE IN US AND SHOULD BE OF CONSIDERABLE

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BERN 00670 01 OF 02 131314Z

INTEREST IN SWITZERLAND; 10 TRADE OPPS; CALL ON FIVE PROSPECTIVE IMPORTERS AND ENDUSERS; PROMOTE ATTENDANCE BY SWISS AT EXHIBITIONS OF US PRODUCTS; UPDATE LISTS OF IMPORTANT SWISS ENDUSERS AND IMPORTERS; UPDATE INFORMATION ON THESE FIRMS IN POSTS' FILES AND FTI, WHICH MAY INVOLVE SUBMISSION OF AS MANY AS 5 VOLUNTARY WTD REPORTS.

C. CONSUMER GOODS - THIS CAMPAIGN BASED ON ASSUMPTIONS
THAT DOLLAR WILL NOT SIGNIFICANTLY APPRECIATE VIS-
A-VIS THE FRANC AND THAT THE SWISS PUBLIC WILL
CONTINUE TO ENJOY HIGH PURCHASING POWER; IF THESE
ASSUMPTIONS ARE MET, PROSPECTS FOR SALES OF SEVERAL
CATEGORIES OF US CONSUMER GOODS WILL REMAIN BRIGHT.
CONTINUATION OF FY 75 AND FY 76 CAMPAIGNS. CATALOG
SHOW/BIC AT INTERFEREX CONSUMER GOODS EXHIBITION
(OPEN ONLY TO THE TRADE, NOT THE GENERAL PUBLIC)
SEPTEMBER 5-7, 1976 IN BASEL FEATURING US DO-IT-YOURSELF
ITEMS; IN-STORE PROMOTION OF NONE REALIZED IN FY 76;
SUBMISSION OF ANNUAL CONSUMER GOODS REPORT; DESK
STUDIES ON EXPORT POSSIBILITIES FOR US FURNITURE
AND SPORTING GOODS; 20 TRADE OPPS; CALL ON FIVE
PROSPECTIVE IMPORTERS; REINFORCE CONTACTS WITH
TRADE ASSOCIATIONS; PROMOTE ATTENDANCE BY SWISS AT
EXHIBITIONS OF US PRODUCTS IN US AND EUROPE; VISIT
TRADE SHOWS IN SWITZERLAND AND REPORT TO USDOC ON
ANY APPROPRIATE FOR PROMOTION OF US CONSUMER GOODS.

D. ENERGY SYSTEMS - INTEREST IN NEW ENERGY SOURCES IS HIGH,
AND PROGRESS MADE IN DISCOVERING AND DEVELOPING THEM
IN THE US WILL BE OF CONSIDERABLE INTEREST. CONTINUATION
OF FY 76 CAMPAIGN. TECHNICAL SEMINAR ON NEW ENERGY

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BERN 00670 02 OF 02 131344Z

41

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 SS-15 MMS-04 SP-02 PER-03

ABF-01 FEAE-00 /075 W

----- 013364

R 131059Z FEB 75

FM AMEMBASSY BERN

TO SECSTATE WASHDC 251

USDOC WASHDC

INFO AMCONSUL ZURICH

UNCLAS FINAL SECTION OF 2 BERN 0670

SOURCES; DESK STUDY AIMED AT IDENTIFYING OPPORTUNITIES FOR US SUPPLIERS OF EQUIPMENT, SYSTEMS AND SERVICES; REPORT ON MARKET PROSPECTS FOR US POWER EQUIPMENT; PROMOTE ATTENDANCE BY SWISS AT EXHIBITIONS OF US EQUIPMENT AND SYSTEMS; REINFORCE CONTACTS WITH MAJOR POWER UTILITIES IN SWITZERLAND AND WITH GOVERNMENT AND PRIVATE ORGANIZATIONS WORKING ON DEVELOPMENT OF NEW ENERGY SOURCES.

E. MEDICAL AND HEALTH SYSTEMS AND EQUIPMENT - PROSPECTS FOR SALES OF ADVANCE US BIOMEDICAL EQUIPMENT AND SYSTEMS ARE PARTICULARLY GOODS. CAMPAIGN IN FY 75, POSTPONED IN FY 76. TRADE MISSION OR TECHNICAL SEMINAR; CATALOG SHOW/ BIC AT IFAS EXHIBITION IN APRIL 1977; 10 TRADE OPPS; CALL ON FIVE PROSPECTIVE IMPORTERS; PROMOTE ATTENDANCE BY SWISS AT EXHIBITIONS OF US PRODUCTS AND SYSTEMS; UPDATE LISTS OF IMPORTANT SWISS IMPORTERS AND ENDUSERS; UPDATE INFORMATION ON THESE FIRMS IN POSTS' FILES AND FTI, WHICH MAY INVOLVE SUBMISSION OF AS MANY AS 10 VOLUNTARY WTD REPORTS; REINFORCE CONTACTS WITH PRINCIPAL SWISS TRADE ASSOCIATIONS AND JOURNALS AND ATTEMPT TO PLACE THEMATIC ARTICLES; CIRCULATE LIST OF AMERICAN TRADE JOURNALS IN HOSPITAL SUPPLIES TO INTERESTED SWISS FIRMS AND UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BERN 00670 02 OF 02 131344Z

USE LIST IN UPDATING REFERENCE WORKS IN POSTS' COMMERCIAL LIBRARIES; VISIT TRADE SHOWS IN SWITZERLAND AND REPORT TO USDOC ON ANY APPROPRIATE FOR PROMOTION OF US PRODUCTS AND SYSTEMS.

F. POLLUTION CONTROL - SWISS ACUTELY AWARE OF DANGERS TO THE ENVIRONMENT AND THE NEED TO TAKE POSITIVE DEFENSIVE AND PREEMPTIVE ACTION. US IS LOOKED UPON AS THE PRIME SOURCE OF SOPHISTICATED EQUIPMENT AND TECHNOLOGY. CAMPAIGN IN FY 75. US EXHIBITION WITH 8 TO 12 FIRMS AT PRO AQUA PRO VITA, JUNE 1977; PRESENTATION BY COMMERCIAL ATTACHE BEFORE SWISS POLLUTION CONTROL ASSOCIATION, AND FOREIGN BUYERS GROUP TO US CO-SPONSORED BY SAME ASSN.: DESK STUDY UPDATING BERN A-035, FEBRUARY 1, 1974; 10 TRADE OPPS; CALL ON FIVE PROSPECTIVE IMPORTERS; PROMOTE ATTENDANCE BY SWISS AT EXHIBITION OF US PRODUCTS AND SYSTEMS; UPDATE LISTS OF IMPORTERS AND ENDUSERS IN POSTS' FILES AND FTI, WHICH MAY INVOLVE SUBMISSION OF AS MANY AS 10 VOLUNTARY WTD REPORTS; REINFORCE CONTACTS WITH PRINCIPAL SWISS TRADE ASSOCIATIONS AND JOURNALS AND ATTEMPT TO PLACE THEMATIC ARTICLES; DEVOTE ONE ISSUE OF COMMERCIAL NEWSLETTER TO THE WHAT'S NEW-IN-POLLUTION-CONTROL-IN-THE-US THEME;

CIRCULATE LIST OF AMERICAN TRADE JOURNALS IN POLLUTION CONTROL TO INTERESTED SWISS FIRMS AND USE LIST TO UPDATE REFERENCE WORKS IN POSTS' COMMERCIAL LIBRARIES.

G. PROCESS CONTROL INSTRUMENTATION - THE CONTINUING EFFORTS OF SWISS FIRMS TO RATIONALIZE AND AUTOMATE THEIR PRODUCTION PROCESSES AND THE EMERGENCE OF POLLUTION CONTROL AS A PRIORITY NATIONAL OBJECTIVE OFFER GOOD OPPORTUNITIES FOR INCREASING US EXPORTS. CAMPAIGN IN FY 76. DESK STUDY IDENTIFYING EXPORT OPPORTUNITIES FOR US MANUFACTURERS; TRADE MISSION OR CATALOG SHOW/ BIC FAIR PARTICIPATION; 5 TRADE OPPS; CALL ON FIVE PROSPECTIVE IMPORTERS; PROMOTE ATTENDANCE BY SWISS AT EXHIBITIONS OF US PRODUCTS AND SYSTEMS; REINFORCE CONTACTS WITH PRINCIPAL SWISS TRADE ASSOCIATIONS AND JOURNALS AND ATTEMPT TO PLACE THEMATIC ARTICLES; VISIT TRADE SHOWS WITHIN SWITZERLAND AND REPORT
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BERN 00670 02 OF 02 131344Z

TO USDOC ON ANY APPROPRIATE FOR PROMOTION OF US INSTRUMENTATION.

H. RAW MATERIALS FOR THE CHEMICALS INDUSTRY - THE REAL OR POTENTIAL SHORTAGE OF PETROCHEMICALS AND OTHER RAW MATERIALS HAS GENERATED A CONTINUING INTEREST IN FINDING SUBSTITUTE PRODUCTS AND SOURCES. POSTPONED PROJECT IN FY 76. UNDERTAKE INTENSIVE EFFORT TO IDENTIFY RAW MATERIALS NEEDS OF SWISS CHEMICAL AND PHARMACEUTICAL FIRMS WHICH MIGHT BE SATISFIED BY AMERICAN PRODUCERS; 20 TRADE OPPS; 10 CALLS ON PROSPECTIVE IMPORTERS AND ENDUSERS; UPDATE LISTS OF IMPORTERS AND ENDUSERS IN POSTS' FILES AND FTI, WHICH MAY INVOLVE SUBMISSION OF AS MANY AS 10 VOLUNTARY WTD REPORTS.

I. INDUSTRIAL, COMMERCIAL AND RESIDENTIAL SECURITY SYSTEMS AND COMPONENTS - INCREASING SECURITY CONSCIOUSNESS IN SWITZERLAND IS LEADING TO RAPID GROWTH OF MARKET DEMAND: US EQUIPMENT ENJOYS TECHNOLOGICAL LEAD AND EXCELLENT REPUTATION. CAMPAIGN IN FY 76. FOLLOW UP ON PROTECTOR MAGAZINE FOREIGN BUYERS GROUP TRIP SPRING 1976; 10 TRADE OPPS; CALL ON FIVE PROSPECTIVE IMPORTERS; PROMOTE ATTENDANCE BY SWISS AT EXHIBITIONS OF US EQUIPMENT; VISIT TRADE SHOWS WITHIN SWITZERLAND AND REPORT TO USDOC ON ANY APPROPRIATE FOR PROMOTION OF US SYSTEMS AND COMPONENTS.

J. VISIT USA - TOURISM TO THE USA FROM SWITZERLAND INCREASES STEADILY YEAR BY YEAR, DUE IN PART

TO THE FAVORABLE EXCHANGE RATE. WORK CLOSELY WITH
 USTS AND USIS TO ASSIST THE SWISS TRAVEL INDUSTRY
 TO PROMOTE TOURISM TO THE USA.

5. RESOURCES CHARTS AS FOLLOWS:

MAN DAYS			
CAMPAIGNS	FSO	FSL/PRO.	FSL/CLERICAL
A	20	40	30
B	25	50	40
C	25	50	35

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BERN 00670 02 OF 02 131344Z

D	20	40	30
E	30	60	40
F	25	45	30
G	25	45	30
H	15	40	10
I	16	40	11
J	30	5	3

OTHER PROJECTS

SUPERVISE 2 TIR			
RESEARCH STUDIES	6	10	4
PREPARE 2 POST			
DESK STUDIES (NEC)	10	30	5
PREPARE BEST PRO-			
SPECTS REPORT	6	20	2
FOREIGN BUYERS			
GROUPS (NEC)	2	10	3

PROJECTS

SHCEDULED CERP			
REPORTING	10	80	15
CERP ALERT	10	10	5
COMMERCIAL			
NEWSLETTER	20	10	100
250 WTD REPORTS	5	10	150
300 TOP REPORTS	10	60	47
100 ADS REPORTS	5	50	30
INVEST IN USA	5	15	10
PROGRAM MANAGE-			
MENT	65	10	20
BUSINESS SERVICES	180	300	350

TOTAL MAN DAYS	565	1030	990
----------------	-----	------	-----

DAVIS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BERN00670
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750052-0852
From: BERN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750248/aaaabqiv.tel
Line Count: 326
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 6
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-9016, 75 12/6/74, 75 BERN 0210
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 30 APR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 APR 2003 by RuthemTJ>; APPROVED <09 JAN 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERICAL PROGRAM FY 77
TAGS: BEXP, SZ
To: STATE COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006